

Customer Visits: Building Better Market Focus

By Jacob Morgan



Customer Visits: Building a Better Market Focus

by Edward F. McQuarrie

★★★★☆ 4.2 out of 5

Language : English
File size : 1546 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 209 pages



Customer visits are a powerful tool for businesses of all sizes. When you visit customers, you get the opportunity to see their operations firsthand, talk to them about their needs and challenges, and build stronger relationships.

In his book, *Customer Visits*, Jacob Morgan shows you how to use customer visits to gain insights, build stronger relationships, and drive growth for your business.

Morgan provides a step-by-step guide to planning and conducting customer visits. He covers everything from identifying the right customers to visit to preparing for the visit and following up afterwards.

Morgan also includes case studies from businesses that have used customer visits to improve their products and services, increase sales, and build stronger customer relationships.

If you're looking to get more out of your customer visits, then this book is a must-read. Morgan provides practical advice that you can put into practice immediately to improve your customer relationships and drive growth for your business.

What You'll Learn from This Book

- How to identify the right customers to visit
- How to prepare for a customer visit
- How to conduct a customer visit

- How to follow up after a customer visit
- How to use customer visits to gain insights
- How to use customer visits to build stronger relationships
- How to use customer visits to drive growth for your business

Who Should Read This Book

This book is for anyone who wants to get more out of their customer visits. It's especially helpful for:

- Salespeople
- Marketers
- Product managers
- Customer success managers
- Anyone else who works with customers

About the Author

Jacob Morgan is a best-selling author, keynote speaker, and futurist. He is the author of several books, including *The Future of Work* and *The Employee Experience Advantage*.

Morgan has been featured in *Forbes*, *The Wall Street Journal*, and *The New York Times*. He has also been a guest on *The Today Show*, *CNN*, and *NPR*.

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